

Small Business Social Media Survival Guide



Five Essential Keys to Social Media Marketing

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The logo for EMERGE MULTIMEDIA. The word "EMERGE" is in a large, bold, green font with a stylized blue and green arrow pointing upwards from the letter 'E'. Below it, the word "MULTIMEDIA" is in a smaller, green, all-caps font.

Big City Marketing. Small Town Budget.

Special Thanks

This guide was created using research, through seminars and by reading books by the best in the business. Thank them for their contributions by following them on social media and supporting their work.

Martin Brossman MartinBrossmanAndAssociates.com

Greg Hyer [Linking into Sales Podcast](#)

Karen Tiede [My Social Media Mastery](#)



How to Use This Guide

A social media strategy is essential to helping you and your team stay consistent with your company's message, plan future promotions and engage potential customers online.

At the end of this guide, you will find a list of tools and resources you can use to streamline your social media marketing.

If you need a more personalized solution or would like to completely outsource your online marketing, contact us!

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Why Market on Social Media?

When you're ready to make a buying decision, whether it's a product on Amazon or where to eat when you're on vacation, where do you go? Do you thumb through the yellow pages? Ask a friend? Grab your smartphone or tablet and search online?

Your customers are making decisions the same way!

In fact, like you, they have already decided **what** they're buying and **who** they're buying from before they even pick up the phone, visit your store or buy online.

You want your products and services to be in front of them when they make that decision to buy.

You do that through being active on Social Media.

Just the Facts, Ma'am!

Wonder just how many potential customers you're missing on social media?

- **Facebook** - 1.5 **billion** users; >600 mobile users; more than 50% relate once a day
 - **LinkedIn** - Over 400 million users and ~\$65,000 avg. income per year
 - **Twitter** - 288 million monthly active users. One of the best resources for the most current news
 - **YouTube** - 1 billion active users per month - 4 **billion** views per day, 800 million users/mo
 - **Pinterest** - Over 70 million
 - **Instagram** - Over 300M active users, adding 10M a month
 - **SnapChat** - Over 7 **billion** video views per day
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Defining Your Ideal Customer

Who do you want to market to?

Online marketing is like driving a car. You have to know where you're going if you want to get there!

Let's figure out where you want to go.

Think about a customer you love. They're easy to work with, happy to pay your prices, always pay on-time and they are a joy to work with. You wish every customer was like this customer! If you can think of two or more ideal customers, that's even better.

On the next page, you will answer a few questions about him or her. When you get done, you should know this person as well as you know your best friend!



Defining Your Ideal Customer

Answer the following questions about your perfect customer(s):

- ❖ What gender are they?
- ❖ How old are they?
- ❖ What do they do for a living? (Do they work for someone else or themselves?)
- ❖ How much money do they make?
- ❖ Are they religious? If so, what religion are they?
- ❖ Do they drink? Prefer wine, liquor or beer?
- ❖ Do they have children? Grandchildren? How many?
- ❖ How tech savvy are they?
- ❖ Do they prefer iPhone or Android?
- ❖ What do they do when they're not at work? (hobbies, etc)
- ❖ Where do they live? (city, state etc. Bonus if you can narrow it down even further)



Finding Common Ground

Now that you have answered those questions, do you see commonalities among your perfect customers? For instance, are they all over 30 years old or under 30? Are they professionals or manual laborers? Do they own their own business or work for someone else? Are they very tech savvy or not tech savvy?

Find the common threads and write them below:



Finding Your Ideal Customers Online

You've found what your ideal customers have in common. Now, we have to find out where they spend time online so you know where to concentrate your marketing efforts.

We can do this by answering two questions:

Is your ideal customer Male or Female?

Are they over 30 or under 30?



Where are your customers hanging out online?

If your customer is **Male and:**

Is under 30, he's on:



Is over 30, he's on:



If your customer is **Female and:**

Is under 30, she's on:



Is over 30, she's on:



Did you know?

If your perfect customer is a professional on **LinkedIn**, chances are they are not frequenting any other social media sites. You will want to focus most of your marketing efforts on LinkedIn.

LinkedIn people tend to socialize **ONLY** on LinkedIn.

Creating a Marketing Strategy

So far we have:

- ❖ Explained why you should be using social media to market your business
- ❖ Identified your ideal customers so you can get more of them
- ❖ Identified where they spend time online

Now it's time to make a marketing strategy so you're there when they're ready to buy.

Three things are essential to being effective in social media:

- ❖ What you post must be relevant. (It should solve a customer's problem or answer a customer's question.)
- ❖ It must be timely. (Don't post Christmas content on Valentine's Day.)
- ❖ You must be consistent. (This is the MOST important.)



Developing a Content Strategy

What is Content?

Content consists of text, pictures, audio and video. Content may be something you create or it may be something someone else creates and you share with your audience.

All of your posts are not going to be about your business. You will want to post about other things your customers are interested in that are not related exclusively to your business. For instance, a food truck may post recipes from other vendors or post about upcoming music festivals. You will want to watch what types of things your ideal customer follows on social media and tailor your posts to mirror their interests.

The rule of thirds is a simple strategy:

- ❖ One third of what you post should be aimed at converting sales.
- ❖ One third of your posts should be content create by other industry experts.
- ❖ One third of your posts should be content you create yourself.



Making a Content Marketing Schedule

Get Consistent

Decide now how many times a month you intend to create content. We suggest to start out slow. Aim to create original content once a month. Everything else will be content created by others which you will share on your social media platforms. Content YOU create will be shared by others, getting your message in front of even more potential customers.

Decide which DAY and time you will post content. If you decide to post on Tuesdays at 8 am, you want to make it a priority to get your content out on Tuesday at 8 am.

Releasing content is like watching your favorite tv show. You know, without fail, new episodes come on at a certain time, on a certain day, on a specific channel. Ever tune in expecting the next series installment, only to find it's skipped a week?

Yea. Your "fans" won't be happy when you skip a week, either. So, when you decide what days and times you can commit to releasing new content, stick to it!



Measuring Results

Analytics

Each social media platform has its own analytics. You will be able to tell which posts performed better than the others. With Facebook, you'll be able to see the demographics of the people who interacted with your content. You will also be able to see when your audience interacted with your posts, so you will know when the best days and times are to push out new content.

These metrics will help you fine-tune your social media strategy. You will know what types of content to post and when to post it.



Fine Tuning Your Strategy

Do What Works. Ditch What Doesn't.

The metrics mentioned on the previous page will help you fine-tune your social media strategy. You will know what types of content was the most shareable so you can post more like it. You will know which content wasn't shared so you avoid those types of content. You will know what days and times people read your posts so you can schedule future content to go out at those times.

You will even know the age, gender and location of the people interacting with your posts. This may open your eyes to an entirely new audience you never knew was interested in your products or services.



Resources

Since you received this guide by signing up for our email list, you already have access to the best local resource for marketing your business online. YAY!

But because we're over-achievers, we're going to give you even MORE. Check out our [Content Marketing Toolbox](#), packed to the brim with tools and resources to help you start creating and start sharing your business with the rest of the world.

Follow us on facebook and Instagram to find out what live events we'll be at.

